

4. The method as claimed in claim 1, wherein the coating fluid is itself used for temperature control of at least one of the zones.
5. The method as claimed in claim 1, wherein the die in its mounts may be moved and/or swiveled.
6. The method as claimed in claim 1, wherein the bending occurs substantially perpendicularly to the backing material or substantially in or against the direction of travel of the backing material.
7. The method as claimed in claim 1, wherein the backing material is guided along an apparatus which produces counterpressure, in particular a roll.
8. The method as claimed in claim 1, wherein the substance is applied by means of the die through a perforated cylinder onto the backing material.
9. The method as claimed in claim 1, wherein the bending of the die is controlled as a function of the amount of the substance that is applied, determined on the traveling web.
10. The method as claimed in claim 1, wherein the substance at the processing shear has a dynamic zero temperature viscosity of from 0.1 Pa.s to 1 000 Pa.s, preferably from 1 Pa.s to 500 Pa.s.
11. The method as claimed in claim 1, wherein the substance is a solution, dispersion, prepolymer or thermoplastic polymer, preferably a hot-melt adhesive, with particular preference a hot-melt pressure-sensitive adhesive.
12. The method as claimed in claim 1, wherein the backing material is a roll or belt having an adhesive surface, the adhesive surface comprising in particular a coating

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